

# ORDER



**Orders**

**Order / Rev:** 712668

**Alt Order #:** 06310273

**Product Desc:** 331 FREEDOM PAC

**Estimate:** 331

**Flight Dates:** 09/17/12 - 09/23/12

**Original Date / Rev:** 09/11/12 / 09/11/12

**Order Type:** Political

**Primary AE:** Alex Lavin

**Sales Office:** T-LA

**Sales Region:** NAT

**Agency**

**Name:** Target Enterprises/ POL

**Buying Contact:** Kym Mason

**Billing Contact:**

15260 Ventura Blvd, Suite 1240

Sherman Oaks, CA 91403

**Billing Type:** Cash

**Billing Calendar:** Broadcast

**Billing Cycle:** EOM/EOC

**Agency Commission:** 15%

**Advertiser**

**Name:** Freedom Pac

**Demographic:** A50+

**Product Codes:** IS-Candidate/US House

**Priority:** P-2

**Revenue Codes:** AGY, GEN, POL

**New Business Thru:**

**Order Separation:** 00:15:00

**Advertiser External ID:**

**Agency External ID:**

**Bill Plan**

| Start Date | End Date | # Spots | Gross Amount | Net Amount  |
|------------|----------|---------|--------------|-------------|
| 08/27/12   | 09/23/12 | 31      | \$58,000.00  | \$49,300.00 |

**Totals**

| Month          | # Spots   | Gross Amount       | Net Amount         | Rating      |
|----------------|-----------|--------------------|--------------------|-------------|
| September 2012 | 31        | \$58,000.00        | \$49,300.00        | 0.00        |
| <b>Totals</b>  | <b>31</b> | <b>\$58,000.00</b> | <b>\$49,300.00</b> | <b>0.00</b> |

**Account Executives**

| Account Executive | Sales Office | Sales Region | Start Date / End Date         | Order % |
|-------------------|--------------|--------------|-------------------------------|---------|
| Alex Lavin        | T-LA         | NAT          | Start Of Order - End Of Order | 100%    |

| Ln    | Ch   | Start             | End             | Inventory Code                       | Break | Start/End Time | Days              | Len | Spots       | Rate       | Pri           | Rtg  | Type | Spots | Amount      |
|-------|------|-------------------|-----------------|--------------------------------------|-------|----------------|-------------------|-----|-------------|------------|---------------|------|------|-------|-------------|
| E 1   | WTSP | 09/17/12          | 09/21/12        | M-F 12-1230p<br>10 News @ Noon       | CM    | 12-1230p       | MTWTF--           | :30 | 5           | \$1,600.00 | P-2           | 0.00 | NM   | 5     | \$8,000.00  |
|       |      | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u>                      |       |                | <u>Spots/Week</u> |     | <u>Rate</u> |            | <u>Rating</u> |      |      |       |             |
| Week: |      | 09/17/12          | 09/23/12        | MTWTF--                              |       |                | 5                 |     | \$1,600.00  |            | 0.00          |      |      |       |             |
| E 2   | WTSP | 09/17/12          | 09/21/12        | M-F 5-530p<br>5-530p 10 News         | CM    | 5-530p         | MTWTF--           | :30 | 5           | \$1,000.00 | P-2           | 0.00 | NM   | 5     | \$5,000.00  |
|       |      | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u>                      |       |                | <u>Spots/Week</u> |     | <u>Rate</u> |            | <u>Rating</u> |      |      |       |             |
| Week: |      | 09/17/12          | 09/23/12        | MTWTF--                              |       |                | 5                 |     | \$1,000.00  |            | 0.00          |      |      |       |             |
| E 3   | WTSP | 09/17/12          | 09/21/12        | M-F 530-6p<br>10 News at 530p        | CM    | 530-6p         | MTWTF--           | :30 | 5           | \$1,000.00 | P-2           | 0.00 | NM   | 5     | \$5,000.00  |
|       |      | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u>                      |       |                | <u>Spots/Week</u> |     | <u>Rate</u> |            | <u>Rating</u> |      |      |       |             |
| Week: |      | 09/17/12          | 09/23/12        | MTWTF--                              |       |                | 5                 |     | \$1,000.00  |            | 0.00          |      |      |       |             |
| E 4   | WTSP | 09/17/12          | 09/21/12        | M-F 6-630p<br>6-630p 10 News         | CM    | 6-630p         | MTWTF--           | :30 | 5           | \$1,600.00 | P-2           | 0.00 | NM   | 5     | \$8,000.00  |
|       |      | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u>                      |       |                | <u>Spots/Week</u> |     | <u>Rate</u> |            | <u>Rating</u> |      |      |       |             |
| Week: |      | 09/17/12          | 09/23/12        | MTWTF--                              |       |                | 5                 |     | \$1,600.00  |            | 0.00          |      |      |       |             |
| E 5   | WTSP | 09/17/12          | 09/21/12        | CBS Evening News<br>CBS Evening News | CM    | 630-7p         | M-W-F--           | :30 | 3           | \$2,000.00 | P-2           | 0.00 | NM   | 3     | \$6,000.00  |
|       |      | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u>                      |       |                | <u>Spots/Week</u> |     | <u>Rate</u> |            | <u>Rating</u> |      |      |       |             |
| Week: |      | 09/17/12          | 09/23/12        | M-W-F--                              |       |                | 3                 |     | \$2,000.00  |            | 0.00          |      |      |       |             |
| E 6   | WTSP | 09/17/12          | 09/21/12        | LN (M-F)<br>LN (M-F)                 | CM    | M-F 11-1135p   | MTWTF--           | :30 | 5           | \$4,000.00 | P-2           | 0.00 | NM   | 5     | \$20,000.00 |
|       |      | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u>                      |       |                | <u>Spots/Week</u> |     | <u>Rate</u> |            | <u>Rating</u> |      |      |       |             |
| Week: |      | 09/17/12          | 09/23/12        | MTWTF--                              |       |                | 5                 |     | \$4,000.00  |            | 0.00          |      |      |       |             |

Order / Rev: 712668  
 Alt Order #: 06310273  
 Flight Dates: 09/17/12 - 09/23/12

Advertiser: Freedom Pac  
 Product Desc: 331 FREEDOM PAC  
 Estimate: 331

**WTSP-TV**

| Ln    | Ch   | Start             | End             | Inventory Code                           | Break             | Start/End Time | Days   | Len         | Spots | Rate          | Pri | Rtg Type | Spots | Amount      |
|-------|------|-------------------|-----------------|--|-------------------|----------------|--------|-------------|-------|---------------|-----|----------|-------|-------------|
| E 7   | WTSP | 09/23/12          | 09/23/12        | CBS Sunday Morning<br>CBS Sunday Morning | CM                | Sun 9-1030a    | -----S | :30         | 2     | \$2,000.00    | P-2 | 0.00 NM  | 2     | \$4,000.00  |
|       |      |                   |                 |  |                   |                |        |             |       |               |     |          |       |             |
|       |      | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u>                          | <u>Spots/Week</u> |                |        | <u>Rate</u> |       | <u>Rating</u> |     |          |       |             |
| Week: |      | 09/17/12          | 09/23/12        | -----S                                   | 2                 |                |        | \$2,000.00  |       | 0.00          |     |          |       |             |
| E 8   | WTSP | 09/23/12          | 09/23/12        | Face the Nation<br>Face the Nation       | CM                | Sun 1030-1130a | -----S | :30         | 1     | \$2,000.00    | P-2 | 0.00 NM  | 1     | \$2,000.00  |
|       |      |                   |                 |  |                   |                |        |             |       |               |     |          |       |             |
|       |      | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u>                          | <u>Spots/Week</u> |                |        | <u>Rate</u> |       | <u>Rating</u> |     |          |       |             |
| Week: |      | 09/17/12          | 09/23/12        | -----S                                   | 1                 |                |        | \$2,000.00  |       | 0.00          |     |          |       |             |
|       |      |                   |                 |  |                   |                |        |             |       |               |     | Totals   | 31    | \$58,000.00 |